

NHP Naval Hospital Pensacola



MARKETING THE *MTF*

Managed Care Department

Introduction

We may think we know what our beneficiaries want and need, but have we asked them?

In order to market a product or service, it must have value to the consumer.

Given a choice, the consumer will prefer a product or service which satisfies more of those wants and needs than the competition is able to.

Step One: Needs Assessment

- **Extant data analysis:** Who are our current and potential customers? Where do they live? What do they do? What is their income? What are their habits? What do they read? What are their TV and radio station favorites? Where do they spend their free time? What do they do with their free time?

Geographic Analysis

■ Concentration of Target Population



Market Segmentation

- 30,584 - Eligible not enrolled in PRIME
 - ✓ 2,223 - Active Duty Dependents
 - ✓ 28,361 - Retired / Retired Dependents
 - 12,464 - Over age 65
 - 15,897 - Under age 65

**10,021 Under age 65 within 10 miles of
MTF (NHP & Whiting Field BMC)**

Demographic Data for Military Retiree in Pensacola Area

Sources: Arbitron, Nielsson, CACI, CAB, Chamber of Commerce

- 62% are under 49 years
- 63% are married
- 33% have one or more children under 18 in household
- 60% have household income over \$35 K
- 86% have cable television
- Index to radio stations that play country, light rock, or oldies
- Index to CNN, Headline News, local news, Discover, TLC, A&E channels
- 51% have some college education
- 74% are homeowners
- 65% are employed
- 72% own a computer
- Enjoy gardening, home improvement, fast food, Chinese restaurants, exercise, family vacations
- Disposable Income index to sporting goods, hobbies and crafts, video rental, apparel, automobiles, pets

Evaluation of Competition

- Baptist Health Systems is leader in women's & senior's programs, high risk OB, pediatrics, sleep disorders, air transport, and family medicine "feeder" clinics (2000 JCAHO: 94)
- Sacred Heart Hospital is leader in cardiac programs, home health, patient education, mobile health services, health information (2000 JCAHO: 90)
- West Florida Medical center is leader in cancer treatment, orthopedics, rehabilitation, lithotripsy, nutrition services, diabetes program, neurosciences, wound care, mental health programs (1998 JCAHO: 91)

Potential for Naval Hospital Pensacola: **"Family Health and Happiness"** programs would index to demographics and patient education/health promotion survey. (2000 JCAHO: 97)

Step 2: Surveys

- Semiotic, mixed method surveys (qualitative and quantitative questions designed to elicit emotional and perceptual responses)
- Surveys sent to Active Duty Spouses not enrolled in TRICARE Prime (ADFM)
- Surveys sent to retirees under age 65 (or spouse) not enrolled in TRICARE Prime (RM)
- Surveys sent to TRICARE Prime sponsors (or spouse) enrolled at MTF

SAMPLE SURVEY

Naval Hospital Pensacola
6000 Highway 98 West
Pensacola, FL 32512-0003

17 May, 2001

Dear TRICARE Beneficiary,

Health care in the United States is rapidly changing, both from the technological and management areas. The military health care delivery system is changing as well, in response to your needs. Rather than trying to guess what services our population needs and wants, we want to hear from **you**. Please take a few moments to answer the following questions. Your replies will be treated anonymously. You may also wish to volunteer to assist us by being part of a focus group discussing health care in general, and military health care specifically. We appreciate your input. We have enclosed a self-addressed, business reply envelope for your convenience.

Question 1: What do you look for when choosing your health care provider?

Question 2: What bothers you when you visit a health care provider or facility?

Question 3: What would make your health care visits more "hassle-free?"

(Please complete the questions on the back)

Question 4: What services would you like when you visit a health care provider?

Question 5: Generally, are you happy with your current health care provider? Why, or why not?

Question 6: Have you considered using Naval Hospital Pensacola as your health care provider? Why, or why not?

Lastly, please rate the following services as to how important they are to **you!**
(1=Must Have, 2=Very Important, 3=Somewhat Important, 4=Not At All)

<input type="checkbox"/> Valet Parking	<input type="checkbox"/> "One-Stop Shopping"
<input type="checkbox"/> Short Waiting Time	<input type="checkbox"/> Child Care Drop-Off
<input type="checkbox"/> Time Spent with Provider	<input type="checkbox"/> Quality of Care
<input type="checkbox"/> Friendly Staff	<input type="checkbox"/> Timely Appointments
<input type="checkbox"/> Drive-through Pharmacy	<input type="checkbox"/> Saturday Clinics
<input type="checkbox"/> Extended Hours (Evening)	<input type="checkbox"/> Extended Hours (Early Morning)

Thank You!!! If you would like to be part of a focus group to discuss these subjects, please list your name and daytime telephone number:

SURVEYS

ADFM:	781 in NHP catchment area 151 in WF catchment area
Retiree:	2000 in NHP catchment area 500 in WF catchment area
Prime:	830 in NHP catchment area 170 in WF catchment area
Total:	4432 surveys sent

(Note: Catchment areas overlap)

Sampling: Retiree and Prime random selection by population density proportions by zip code; all ADFM sampled; ADFM and Retiree data from DEERS, Prime from CHCS

SURVEYS

- 4432 surveys sent to households
- 432 return mail (incorrect address data)
- 4000 surveys received by households
- 355 surveys completed and returned
- 9% overall return rate
 - 10% Prime
 - 4% ADFM
 - 9% Retiree

Survey Results

QUANTITATIVE RESULTS

Likert Scale (1 = High Importance; 4 = Low Importance)

ITEM	MEAN	ITEM	MEAN
Quality of Care	1.137	Saturday Clinics	2.338
Timely Appointments	1.359	One-Stop Shopping	2.446
Time with Provider	1.456	Morning Hours	2.548
Friendly Staff	1.602	Drive-Thru Pharmacy	3.160
Short Wait Time	1.665	Child Care Drop-Off	3.533
Evening Hours	2.282	Valet Parking	3.744

Implications: “Keep the bells and whistles, just make sure I can get an appointment and take good care of me.”

Consumer Survey: "Four Cs" + 1

- **Convenience** - Short wait times, one stop shopping, location, access
 - ✓ Top 5 Criteria - 84% - Access, Location/Proximity, Promptness (seen on time), Claims filed in timely manner, Cost
- **Communication** - Providers / Staff listen to consumer and communicate effectively
 - ✓ Top 5 Criteria - 80% - Listens, Takes time with patient, Explains (tests, procedures, DX, TX, etc.), Good communication skills, Provider / Patient "team approach to health care management"

Consumer Survey: "Four Cs" + 1

- **Compassion** - Providers / Staff express concern and a friendly attitude
 - ✓ Top 5 Criteria - 74% - Care/Concern, Friendly, Bedside manner/personality, Treat patient with respect, Treat patient as an individual
- **Competence** - Quality care delivered by professional staff at all levels
 - ✓ Top 5 Criteria - 64% - Knowledge, Reputation, Experience, Qualifications / Credentials, Professional
- **Cost** - Out of pocket cost, insurance coverage

SP3 Decision Model

Criterion	"Four Ps"	"Four Cs"	Aims of IOM
1	Product	Competence	Safe/Effective
2	Place	Convenience	Timely
3	Price	[Cost]	Efficient
4	Promotion	Communication	Equitable
5	[Patient]	Compassion	Patient-Centered

SP3 Process Criteria

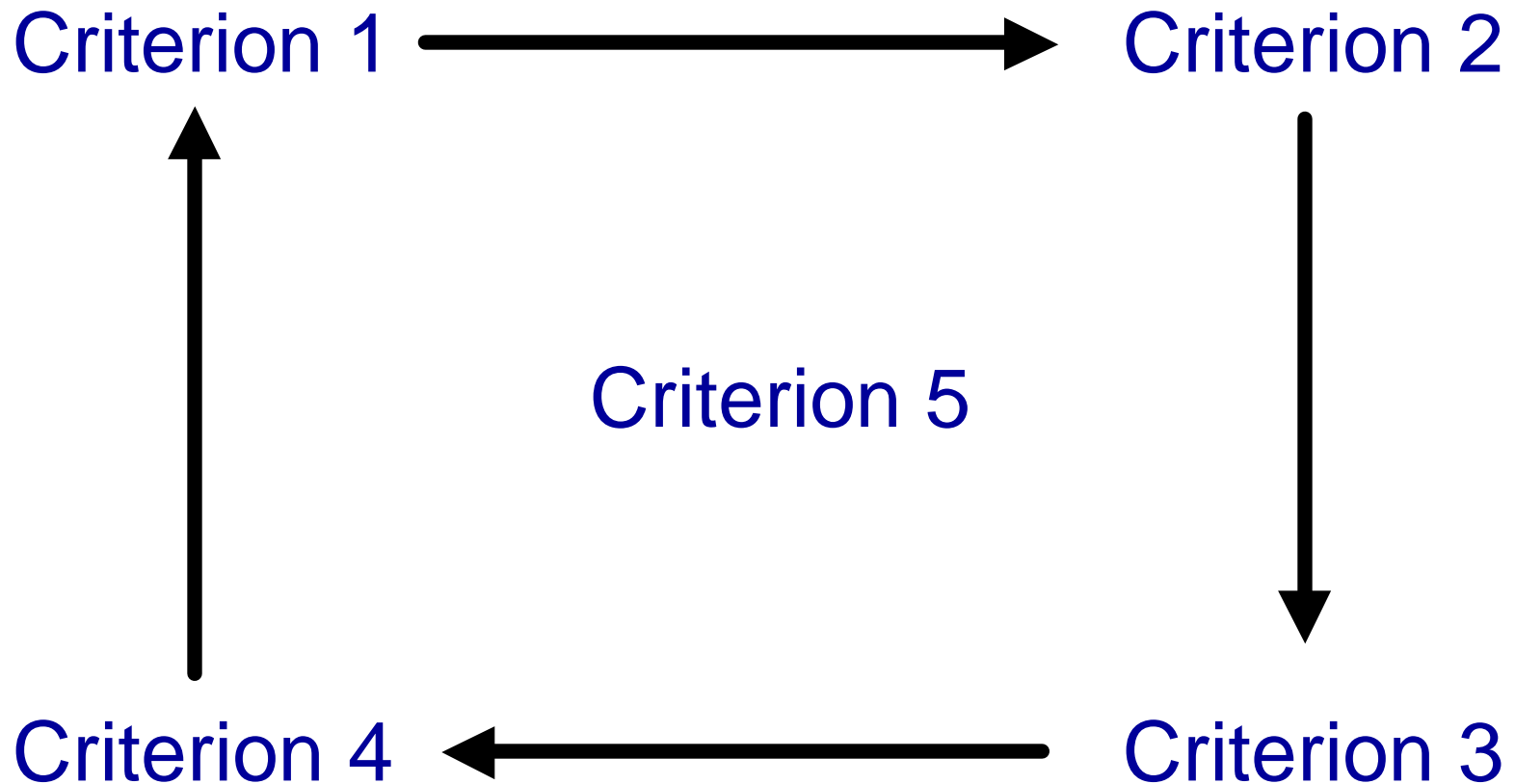
- **Criterion 1** relates the product to competence and safety issues, as well as effectiveness. The product must be of high quality, defined as a service performed by qualified personnel, in a safe and effective environment of care.
- **Criterion 2** relates place (distribution) to convenience and timeliness. Obviously, for a service to be convenient, it must be available in a timely manner in an efficient distribution area.
- **Criterion 3** relates price to cost to efficiency. By definition, these three items are interchangeable, and almost synonymous.
- **Criterion 4** relates promotion to communication and equitable practices. In order to promote any service, effective communications must exist, in a variety of media, and it must be universal, i.e., not segmenting markets by ethnographics.

SP3 Outcomes Criterion

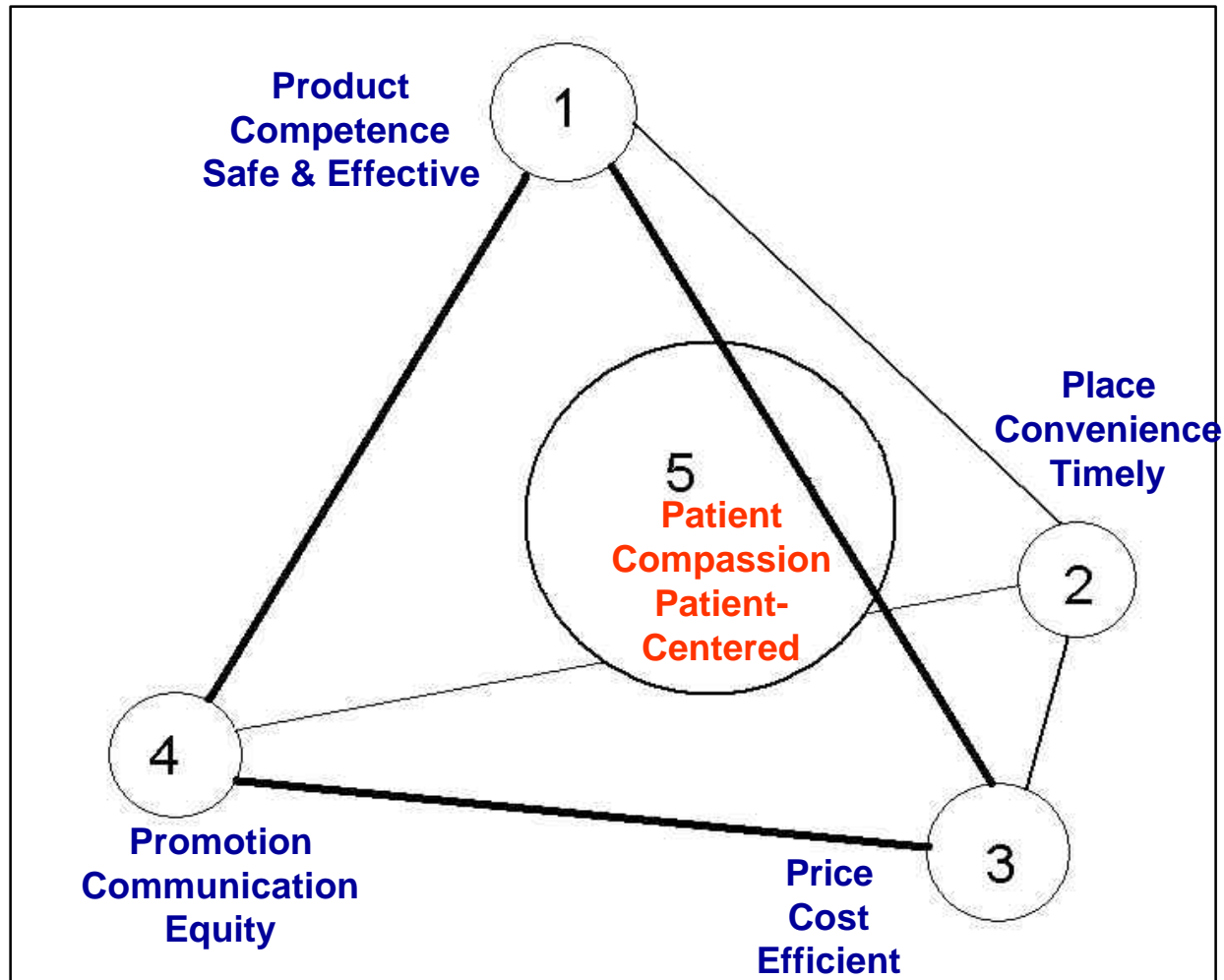
- **Criterion 5** relates the patient to compassion and being patient-centered. ***This is the crux of the model:*** everything that is said, done, or thought must be oriented about the consumer. All of the other four criteria are process-oriented. This criterion is results-oriented. Unless the patient is satisfied, nothing else will matter.

As an analogy, it could be argued that, statistically, criteria 1 through 4 are independent variables, and criterion 5 is the dependent variable. Changes to any of the other four criteria will definitely affect criterion 5. If any of the four process criteria fail, then the result is a failure to criterion 5.

SP3 2-D Representation



SP3 Decision Model



Step 3: Action Programs

INTERNAL MARKETING

- Assess access to care
- Customer relations refresher training
 - Corporate Self-Talk
 - Actual scenarios applied to aims of IOM
- Customer value strategy - Departments
- Customer service recognition programs

Action Programs

Public Relations/Promotions

- Health Seminars / Fairs
- Chamber of Commerce
- Florida State Fair
- High School Science Fairs
- “Commissary Watch”
- Senior Citizens programs



Establishes the MTF as part of the community

Action Programs

- **Brochures**

- ✓ Hospital history and services
- ✓ Birth Product Line
- ✓ Primary Care Clinics
- ✓ Specialty Care Clinics

- **Television Media**

- ✓ Weather Channel “crawl”
- ✓ Cable TV targeted to channels identified by analysis
- ✓ Local news (WEAR-3)
- ✓ Local Access channels (BLAB-TV, NAS Live)

Action Programs


- Yellow Pages

We must let our beneficiaries know how to contact us! Source of information for 81% of consumers. Nominal cost compared to other media.

- Health Information Library

Provides current information on topics of interest to most consumers; embedded in MTF website vice being sent to new site.


COME HOME TO YOUR HEALTH CARE FAMILY



Naval Hospital Pensacola provides most of the health care services you need under one roof:

- Primary Care Clinics with extended hours
- Specialty Clinics
- Pharmacy
- Laboratory & Radiology Services

Central Appointments	505-7171
Pharmacy Refills	505-6459
Health Benefits Office	505-6709
Quarter Deck / Information	505-6459
Health Promotions	505-6339

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Action Programs



- **Health Services Consumer Council**
- **Enhanced PRIME Program**
 - ✓ Preferred Appointments
 - ✓ Preferred Parking
 - ✓ Preferred Pharmacy
 - ✓ Rapid Patient Registration

Action Programs

- Electronic Sign
- Message Center
 - ✓ Internal Marketing
 - ✓ External Marketing

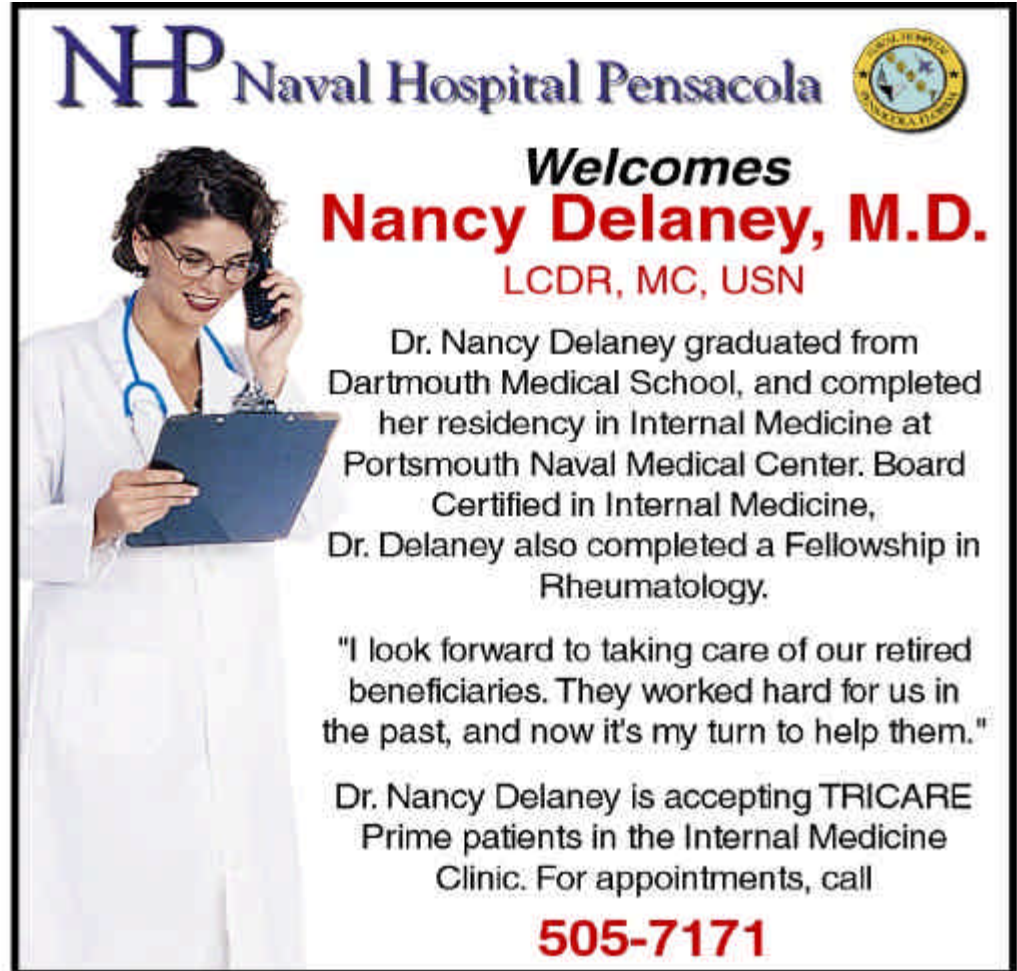



Action Programs

Provider Information

Emulates the competition, and addresses competency and compassion. Designed to overcome perceptions of “second-rate medicine.”

Placement in Pensacola News Journal and GOSPORT.



NHP Naval Hospital Pensacola 

Welcomes
Nancy Delaney, M.D.
LCDR, MC, USN

Dr. Nancy Delaney graduated from Dartmouth Medical School, and completed her residency in Internal Medicine at Portsmouth Naval Medical Center. Board Certified in Internal Medicine, Dr. Delaney also completed a Fellowship in Rheumatology.

"I look forward to taking care of our retired beneficiaries. They worked hard for us in the past, and now it's my turn to help them."

Dr. Nancy Delaney is accepting TRICARE Prime patients in the Internal Medicine Clinic. For appointments, call

505-7171

Action Programs

- **Labor, Delivery, Recovery, and Post Partum Suites**

- ✓ Open House
- ✓ Television Coverage
- ✓ Brochure
- ✓ Virtual Web Tour
- ✓ Health Promotion amenities
- ✓ Special candle light meal



Action Programs: Newspaper Insert

GRAND OPENING OF OUR LABOR & DELIVERY SUITES

Tuesday, March 26, 2002 • 11:00 a.m. - 2:00 p.m.



Expectant mothers can look forward to a memorable and more comfortable birthing experience with the opening of Naval Hospital Pensacola's new Labor/Delivery/Recovery/Postpartum (LDRP) Suites. These oversized family suites have a homey touch and state-of-the-art medical equipment.

Active duty, military retirees and their families are invited to an open house and tour of the Labor and Delivery suites from 11 a.m. until 2 p.m. on Tuesday, March 26.

- Cherry wood furniture
- Sleep-chair for family members
- Table/chairs
- TV, CD player
- Nature-related artwork
- Upgraded menu
- Central monitoring station
- Portable ultrasound
- Fetal monitors
- Hydrotherapy labor tub for pain management
- Infant warmers for each suite



11:00 a.m. - 2:00 p.m. — Open House & Tour of LDRP Suites (located on 9th floor)

PRESENTATIONS DURING OPEN HOUSE:
11:30 a.m. — Advantages of Breastfeeding
12 noon — Infant Car Seat Safety
12 noon — Childbirth Education
12:30 p.m. — Infant and Child Immunizations
1:00 p.m. — Nursing Baby Bottle Feeding Demo
1:00 p.m. — Prenatal Diet & Management
1:30 p.m. — Labor Support Practices

NHP Naval Hospital Pensacola

"Providing Quality Medical Care For Military Families"

6000 West Highway 98 • Pensacola, FL • 32512-0003

Web site: psaweb.med.navy.mil

COME HOME TO YOUR HEALTH CARE FAMILY



You are entitled to quality, convenient, and low-cost health care. You will find that and more at Naval Hospital Pensacola.

CONVENIENCE: Naval Hospital Pensacola provides most of the health care services you need under one roof:

- Primary Care Clinics with extended hours
- Specialty Clinics
- Pharmacy
- Laboratory & Radiology Services

COST SAVINGS: Save money on your health care needs by enrolling in TRICARE Prime at Naval Hospital Pensacola. Retirees pay an annual enrollment fee of \$230 for individual, or \$460 for family, and active duty families have no fee.

- Free prescriptions
- No co-pays
- Easy appointment scheduling
- No deductibles



Not Just Different... Better!

Stop paying for health care services that are guaranteed benefits. Enroll in TRICARE Prime at Naval Hospital Pensacola.

TRICARE Service Center: 457-7878

Health Benefits Office: 505-6709

Quarterdeck/Info Desk: 505-6601

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Action Programs

Health Promotions

ACHIEVING BALANCE:

Healthy Mind, Healthy Body and Healthy Spirit

At the Naval Hospital Pensacola Health, we strive to achieve balance by coaching our clients to a personal change in behavior by providing activities, workshops, classes, and programs that improve the overall health and well-being of our population.

Our mission is to "Force Health Protection. Promoting, protecting, and restoring the health of our Sailors and Marines, families, retired veterans, and all others entrusted to our care anytime, anywhere." Here is a list of services that we offer in both group and individual formats:

- Tobacco Cessation
- Stress Management
- Hypertension Management
- Nutrition and Weight Management
- Preventive Health Assessments (Active Duty only)
- Annual Health Excellence & Fitness Symposium
- Diabetes Management
- Breast Health Education
- Women's and Children's Health Education
- Pregnancy and Lactation
- Health Promotions Professional Staff Wellness Resource Room
- Main hospital Learning Resource Center (opening soon)
- Health Promotion Programs and assistance are available in all Branch Medical Clinics

For more information, please phone us at:

505-6339

NHP Naval Hospital Pensacola 

Naval Hospital Pensacola's Health Promotion Efforts Earn 2nd "Gold Star"

Naval Hospital Pensacola's Health Promotion efforts have earned the command the 2002 Navy and Marine Corps Command Excellence in Health Promotion Award.

It is the second consecutive Navy-wide Gold Star Award for excellence in health promotion for the Naval Hospital.

The Gold Star Award recognizes the highest level of achievement to the hospital's commitment to 72,000 area Department of Defense-eligible beneficiaries in Northwest Florida and South Alabama. It also includes its

direction of health promotion programs at the hospital's clinics in Panama City and Whiting Field, Fla.; Gulfport, Meridian and Pascagoula, Miss.; New Orleans and Millington, Tenn.

Established in 1995, the award recognizes Navy and Marine Corps commands that have implemented successful population-based health promotion programs.

The award is given to commands that have met the requirements for a health promotion program on three achievement levels: Gold Star (highest level), Silver Eagle (medium level), and Bronze Anchor (lowest level). Each level is distinguished by such criteria as resources, staffing and stage of development of each component of the program.

The announcement was made recently by Capt. David M. Sack, Navy Environmental Health Center's commanding officer.

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Web-site: psaweb.med.navy.mil

Conclusion

- Find out what your patients really want and need
- Design programs around those wants and needs
- Let them know you have those programs!!!!

